



**Chester-le-Street**  
District Council

**Report to:** Executive  
**Date of Meeting:** 2<sup>nd</sup> March 2009  
**Report from:** Acting Leisure Services Manager  
**Title of Report:** Outline of New Externally Funded Programmes  
**Agenda Item Number:**

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## **1. PURPOSE AND SUMMARY**

- 1.1 The purpose of the report is to inform Executive of three new programmes that are due to be implemented by the Leisure Services team within the next couple of months. These programmes are the result of successful grant funding applications by the team to a number of external partners, primarily County Durham PCT and Sport England.

## **2. CONSULTATION**

- 2.1 As this report is for information only no consultation has been undertaken.

## **3. CORPORATE PLAN AND PRIORITIES**

- 3.1 These projects support the Neighbourhood section of the People and Place priority by delivering new services and sporting opportunities at a local level and ensuring engagement with local communities continues.

## **4. IMPLICATIONS**

### **4.1 Financial Implications and Value for Money Statement**

- 4.1.1 There are no financial implications as the programmes are externally funded.

### **4.2 Legal Implications**

- 4.2.1 There are no legal implications

### **4.3 Personnel Implications**

The personnel implications are limited to the Council acting as host employer for any new posts associated with the delivery of the programmes.

#### 4.4 Other Services

4.4.1 There are no implications for other services

#### 4.5 Diversity

4.5.1 The programmes will enable the leisure services team to offer new services to all sectors of the community.

#### 4.6 Risk Implications

4.6.1 There are no risk implications

#### 4.7 Crime and Disorder Implications

4.7.1 It is expected that the programmes will lead to increased participation in sport and physical activity by all sectors of the community with the hope that this positive engagement will lead to a reduction in levels of anti social behaviour.

#### 4.8 Other Implications

None within this report

### **5. BACKGROUND, POSITION STATEMENT AND OPTION APPRAISAL**

5.1 Officers within the community development section of the leisure services team have over recent month's submitted grant funding applications to support three significant new programmes. The applications, which also required a great deal of perseverance as additional information was more than once requested from the funders, have all now been confirmed as successful. The three programmes are;

- a) Access to Sport Initiative
- b) Riverside Multi Sport Environment Project
- c) Lifestyles Initiative – Lifestyle Change Project

5.2 The access to sport initiative has been designed to deliver programmes that build participation and broaden access across a range of sports/activities. £108,000 of Sport England funding, coupled with £24,000 investment from County Durham PCT, will support development of increased capacity within Leisure Services and enable a range of interventions designed to improve access and encourage participation in sport and active recreation.

The key outcomes that the project seeks to achieve are: -

- Increased participation in sport and physical activity by adults.
- Improved access to sports and physical activity opportunities for adults, and in particular women, young people (16-24 years), older people (50+), and those who live in identified areas of deprivation.
- Increased use of sports and leisure facilities in the locality, this will certainly include those currently operated by the District Council.

- Improved communication and joint working between key agencies involved in delivering sports and physical activity opportunities.

5.3 The riverside multi sport environment project, which has been developed through a multi-agency approach, aims to improve development 'pathways' for children and young people as they move from school to community sport. Negotiation with Sport England was ongoing for over 2 years before the final offer of grant.

£292,000 of Sport England funding, coupled with £15,000 investment from County Durham PCT, and £31,500 from the Chester-le-Street School Sport Partnership, will support development of increased sports development capacity.

This will include recruitment of a Sports Development Officer who will have a dual role - to manage this project and further develop the Chester le Street Sport & Activity Network, as well as appointment of 2 Sports Activators employed to deliver multi sport opportunities to children, one employed by the School Sports Partnership and one by Leisure Services.

In addition the project will work with National Governing Bodies of Sport to encourage cross-sport collaboration, will support the further development of community sports clubs using or linked to the Riverside site, and will promote more widely the broad range of sport and physical activity opportunities available at Riverside.

Implementation of this project will bring clear sports development outcomes for the Riverside as a sporting venue and for community sport in Chester-le-Street, including: -

1. A clear player pathway from school to club sport.
2. An integrated and co-ordinated sports planning and delivery structure focused on the Riverside site.
3. Sharing of knowledge, experience and resources between all involved in delivering sport at Riverside and in the community.
4. Improved standards within sports clubs – management, administration and coaching.
5. More people playing sport and involved in sport in a sustained way.

The Sport & Activity Network's ultimate hope for the project is to develop a 'Sporting Club' for Chester-le-Street focused on the Riverside site.

5.4 The Lifestyle initiative lifestyle change project is a 2 year pilot funded with a grant of £122,000 from NHS County Durham with the aim of providing further support to specific target groups to help sustain ongoing involvement in physical activity. Specifically it is aimed at those aged over 65 with long term conditions who have difficulty in accessing traditional leisure provision and live in disadvantaged communities.

The project will support 200 people each year who have already been part of the lifestyle programme which presently covers the Durham & Chester le Street areas. The support will provide motivational prompts and reminders to encourage continued participation in regular physical activity. The delivery of this support will be via an experienced customer

contact centre who will deliver regular telephone support to clients identified within the lifestyle initiative. The initiative will provide the expertise in building up the knowledge base of the contact centre around physical activity opportunities in the local area, do's and don'ts etc.

The ultimate hope is that this pilot will provide information on whether further support of this nature can lead to a significant increase in the number of clients who continue to engage in regular physical activity and if so offer the opportunity to roll it out on a wider basis in the future.

## **6. RECOMMENDATIONS**

- 6.1.1 Members are asked to note the contents of this report and the efforts of the Leisure Services team in securing this funding to allow delivery of these programmes within Chester le Street over the next three years.

## **7. BACKGROUND PAPERS / DOCUMENTS REFERRED TO**

**Simon High**  
**Leisure Services Manager**  
**Version 1.0 16<sup>th</sup> February 2009**